

ABSTRACT

The invention provides a method of advertising by conducting a competition using a literary work that is divided into a plurality of distinct parts and formed into playing pieces, each piece optionally having an associated advertisement, logo, or brand. A literary work, such as a short story, is divided into a plurality of distinct parts in such a way that the correct sequence of words in the literary work cannot be readily determined by looking at any distinct part. Each distinct part is recorded on a playing piece, such as a paper or cardboard element, and an advertisement (e.g., a corporate logo, brand, or slogan) can be recorded on the reverse side of the card. Additional "helper" playing pieces may contain information regarding the correct sequence for arranging the other cards to reassemble the literary work. The playing pieces are distributed to the public, and participants are encouraged to collect all the playing pieces pertaining to that literary work. The first participant to correctly sequence the playing pieces and send in the playing pieces (in the correct sequence) wins the competition and a corresponding prize. Playing pieces can be distributed electronically (e.g., through web sites) instead of on paper, and corporate sponsors can link playing pieces to their corporate web sites for added promotional value.